

New York Times

Background

People know The New York Times for news. But The Times brand and offering go far beyond the front page. We needed to let people know what's included in The New York Times beyond the news, showing the full breadth of our essential subscription.

Objective

Build General Awareness

To address the objectives of driving reappraisal and increasing awareness for The New York Times's all-access subscription.

Strategy

Subway takeovers were utilized, specifically targeting the S train and Grand Central Station, to intercept and engage influential New Yorkers. A bold and immersive creative approach was implemented to showcase the full suite of products offered by The New York Times. Exterior train wraps and interior station takeovers were used to create an immersive experience for commuters. Paid media was leveraged to extend the “All In” campaign message, reaching a broader audience. An immersive creative approach for transit takeovers was implemented, including “Easter eggs” and clear calls-to-action (CTAs) to engage with multiple products. The train creative was turned into a canvas for earned media, reaching employees, press, consumers, and influencers. This encouraged positive press coverage, social shares, and engagement, leading to increased visibility and brand reappraisal. Email campaigns were utilized to encourage registration and subscriptions, targeting audiences in New York, New Jersey, and Connecticut. Banners on The New York Times's properties were implemented to bring back users who interacted with the subway takeover. A Geo-Lift Analysis using Facebook's Geolift R Package was conducted to measure the impact on key performance indicators (KPIs) such as starts and app installs in the New York DMA. Engagement was fostered by creating three activations, resulting in interactions with commuters across News, Games, and Cooking segments. Known subway influencers were leveraged to reach a specific demographic and drive social conversation. Performance across brand, engagement, and growth metrics was analyzed to identify areas for improvement. Key metrics included bundle-forward message delivery with more than seventy percent of posts driving reappraisal, speaking to more than two New York Times products.

Plan Details

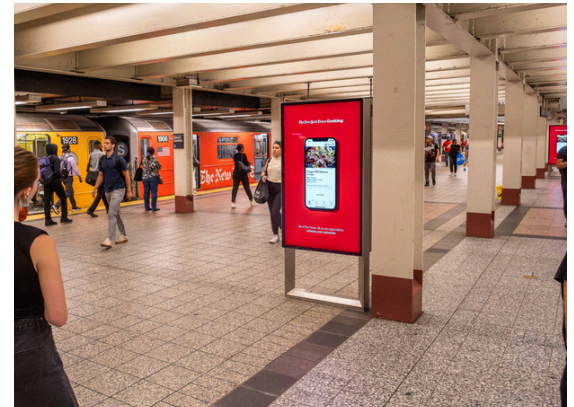
Market: New York, NY

Campaign Posting Dates: August 8 to September 11

OOH Formats: Wrapped interior & exterior shuttle train; Grand Central Station Domination; Liveboard Networks; Station Activation

Target Audience: Influential audiences in New York (25–44 years old)

Budget: Budget \$10,000 or larger



Results

The campaign generated strong performance metrics beyond paid media by producing more than 4 million earned impressions and \$11K in earned media value through publicity and influencer engagement. It also demonstrated robust social media traction with notable reach from both the New York Times staff and subway influencers. A TikTok video garnered 602k views, complemented by conversational reach of 444k incremental engagements. The email campaigns exhibited strong click-through rates, with 0.36% for registration emails and 1.13% for subscriber emails. The plan yielded tangible impacts on website visitation, generating 1.4k Wirecutter newsletter sign-ups and a 5.8% increase in app downloads.